

[04.11.20] **PRESS RELEASE**
MYTF1 SEPTEMBER AUDIENCES:
AN HISTORICAL MONTH ON ALL SCREENS



25.7 M of Unique Visitor / 4 SCREEN RECORD
10.4 M of OTT HOME OTT VIEWS (+58% in 1 YEAR)*

THE TF1 GROUP, LEADER IN UN LINEAR TV CONSUMPTION

MYTF1 makes its historic audience record in September and confirms its leadership in the world of delinearized TV. All in all, MYTF1 offers its users more than 8,500 hours of programming, including 6,000 hours of on-air content and 2,500 hours on the AVOD line-up.

RECORD BREAKING ON ALL SCREENS

25.7 M of PVU in 4-screen audiences, including 10.4 M of PVU in OTT at home (up 58% compared to September 2019).



SEPTEMBER: TOP 5 D+7 RECORDS PER PROGRAM.**

September shows a very strong increase in catchup audiences, backed up by a powerful line-up:

- Koh Lanta: + 852,000 viewers
- The Resident : + 804 000 viewers
- Clem : + 780 000 viewers
- Grand Hotel : + 747 000 viewers
- Pourquoi je vis : + 704 000 viewers

Sources

* Médiamétrie - Audience TV 4 screens - base: 4 years and + - All places - France

** Médiamat 2020

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